

To: Resident Council
Copper Lake Estates – Independent Living
1225 Lakeshore Drive
Edmond, OK 73013

Cc: Lee Holland, Executive Director

Cc: Corporate, Chicago, IL

From: Charlie Dean, Resident

Date: February 3, 2016

Subject: **Free High Speed Internet
Bait and Switch
Unfair Trade Practices**



Ladies and Gentlemen,

There was supposed to be Free High Speed Internet throughout Copper Lake Estates. This was a bragging point and an advertising gimmick. Management still advertises Free High Speed Internet on the Internet.

It has not worked out as advertised. Residents should not have to “chase” the signal around the building. Management has had more than adequate time to remedy this. The result has been that some of us have purchased Internet services from Cox Communication.

In the latter part of December 2015 I had several conversations about our WiFi problems with a staff member. The staff member continued to suggest that I purchase the service from Cox Communication. I attempted to remind the staff member that Copper Lakes advertised the WiFi to attract residents. The staff member told me that Copper Lake Estates never advertised that it provided free Internet. Her only solution was for me to purchase the service from Cox Communication. I am sure she was saying what Management had told her to say (doing Lee Holland's dirty work).

Management has wired connections in its offices. The inconvenience to Residents is of no consequence.



Some Residents have been exploited. Management's behavior is an **unfair trade practice**. Some would call this a **bait and switch** scheme. Oklahoma Deceptive Trade Practice Law identifies **bait and switch** advertising as a deceptive or unfair business practice. Bait and switch advertising is where the seller does not intend to sell the advertised product or service. For a long time Management has had WiFi repeaters placed around the building to make people think there is a signal. **Management should be more honest.**

